on site orientation

National Park Service

Wayside

Map Standards

Exhibits

You Are Here

a collection of guidelines
established to create consistency
with official National Park Service
publication maps

Contents

Why map standards

The intent of the NPS Wayside Map Standards is to establish a common language with National Park Service maps developed by the Department of Publications. Visitors will likely use a combination of both wayside maps and published maps for orientation purposes. Visitors should find that the wayside maps look, feel, and function like the official park publication maps. Map standards should serve as a guide to mapping, not as a hard-and-fast set of rules.

What's unique about wayside maps

The differences between the two standards are due to the different functions of waysides and publications. Unlike published maps, wayside maps can only be used on-site and cannot be carried away with the visitor for further reference. The wayside audience is a pedestrian audience. The **You Are Here** is the most important feature on a wayside map. Orientation maps should provide only the necessary information to assist a visitor traveling from the site to point B. Wayside maps work best when they are site-specific and have a clear focus. They should not include all the information you would see in a photograph or on the ground. Only those elements which are relevant to the purpose of the map should be shown.

Planning a Map

Site
The specific location of the wayside is critical in determining the content of the map.

Purpose
When planning a new map it is critical to establish clear intent. A map may not be appropriate graphic solution.

Audience
Remember that the wayside audience is a pedestrian audience that is facing in a particular direction with a view of specific landscape and structural features.

Size and Scale
The size and scale of the map is based on its purpose, the amount of space available in the exhibit layout, and the geographic area and content of the map. A poorly designed map can mislead people if, for example, short distances appear to be very long. Maps should be created at the same size as will be used in the final reproduction. Adding to the map area, or changing the scale can double the cost and time needed to create a map.

Layout
Avoid placing maps within maps. Readers don't know where one ends and the other starts. Avoid placing non-map information on maps.

Orientation
In general, maps work best when north is at the top of the map. However, wayside maps often work better when they are oriented in the same direction as the viewer. More information on orientation is included on page 8.

Planning a Map

Content

Determine what geographical information and labels to include on the map. These are not design decisions at this point, but rather informational choices. Only those elements which are relevant to the purpose of the map should be shown. Gather resource maps to be used for base information, keeping in mind that these reference maps were created for different purposes. Consider the wording used on the map to be sure it doesn't conflict with the signage used in the park or the wording used in the exhibit text. Refer to the official publication for consistency among media. It is helpful to have written list of all features (park areas, open water areas, drainages, roads, trails etc.) and labels (spelled correctly) listed in the order of importance. A map compilation can be a very helpful tool for conveying the map content to a cartographer.

Map Planning Worksheet

A Map Planning Worksheet has been created for use in gathering and documenting the information necessary to create an effective wayside map. The Worksheet is attached to the end of these guidelines and is also available at www.nps.gov/hfc/products/waysides/contents.htm

Adobe Illustrator production file

Separate layers should be developed for each feature type. For example, all drainages of the same type should be on one layer and all drainage labels should be on a separate layer.

Layers should be named the same as the feature on the layer, followed by the color and line specifications and an indication as to whether the layer overprints or not. "NoOP" means only the specified color should print.
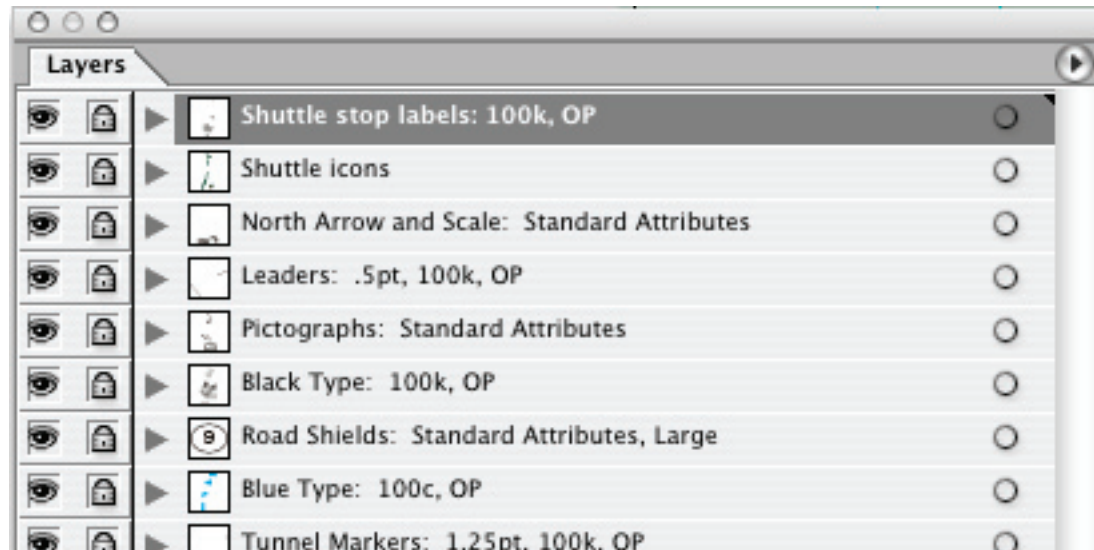
Always work at actual scale. Never create a map to be reproduced at a different scale.

For maps which will bleed to the edge of the panel, labels and features should be placed at least 1-3/8" from the outside edge.

Always show dashed linework that intersects with other map features as touching. It may be necessary to adjust a few of the dash lengths. Never leave a short or extra long dash hanging.

Generalizing or simplifying geographic features may be necessary to clearly separate, for example, a road or trail which parallels a drainage. Never misrepresent intersections. Trails and roads must have accurate intersections, i.e. showing whether a trail junction will be a fork or a t-intersection.

Panel Imaging

In most cases, waysides that include maps are fabricated as digital prints embedded in fiberglass. In a few cases maps may be created as a combination of four-color process and flat colors for porcelain or screen printing. Since these decisions will affect how the map is designed, the production methods should be identified as early in the planning and design process as possible.

Production contractors shall modify the digital files as necessary to create appropriate traps for elements which do not overprint.

General notes

All type is in Adobe Frutiger. Type smaller than 14 point should not be used except in circumstances approved by the Department of Wayside Exhibits. All type prints black except where otherwise specified. Use tracking to show the extent of an area. When positioning labels and symbols, try to avoid overprinting linework. Avoid using punctuation marks.

Point sizes listed here are not fixed, but should be used as a guide for establishing a visual hierarchy of labels.

Park sites

P A R K   N A M E
36 point Bold, ALL CAPS, track 100, prints black or highlight green.

Visitor Center
30 point Bold, Caps/lower case prints black or highlight green

Point of interest
24 point Bold, Caps/lower case

Other site
14 or 18 point Bold, Caps/lower case

Non -park sites

CITY
20 point Roman, ALL CAPS

Town
20 point Roman, Caps/lower case

NEIGHBORHOOD
14 point Roman, ALL CAPS, track 20

Point of Interest
14 point Roman, Caps/lower case

Roads and trails

Road
14 or 18 point Roman, Caps./lower case, align to road, showing type above the road line whenever possible

Trail
18 point Bold, Caps/lower case, align to trail

RR, Ferry and Transit Line
14 or 18 point Roman, Caps/lower case, align to route

Political areas

NATIONAL
24 point Bold, ALL CAPS, track 50, prints 50% black

STATE
24 point Roman, ALL CAPS, track 50, prints 50% black

COUNTY
14 point Roman, ALL CAPS, track 50, prints 50% black

OTHER PUBLIC ACCESS AREA
14 point Light, ALL CAPS, track 50, prints 50% black

Natural features

LARGE OPEN WATER
24 point Light Italic, ALL CAPS, track 50, overprints highlight blue

Other Drainage
14 or 18 point Italic, Caps/lower case, align to drainage, overprints highlight blue

Rapids
14 or 18 point Italic, Caps/lower case, overprints highlight blue

Point Labels
14 or 18 point Italic, Caps/lower case (use with 9point solid dot)

AREA LABELS
14 or 18 point Italic, ALL CAPS, track 25

Other labels and directional notes

Legend Entries
14 or 18 point Roman, Caps/lower case

Orientation   It is preferable to orient most maps with north at the top, however Wayside maps often work better when oriented to match the direction of the wayside. The following guidelines should be used to determine how to orient a wayside map.

Under the following circumstances, a map should be oriented North:

1. maps which show a large area (entire park or an area that includes features that cannot be seen from the location of the wayside)

2. maps used in more than one location with different You Are Here's

3. maps used on kiosks

4. maps used on upright exhibits which can be oriented north, east or west

5. visitors are likely to have a published map in hand and may use it for cross-reference

A map can be oriented in the direction of the viewer when:

1. it shows a small area with features that can be readily seen from the location of the wayside

2. it is used on a low-profile exhibit

3. it is used on an upright exhibit that is oriented south

Area map	A secondary map showing a large area at a small size
Base map	A map to which information from other source materials is added
Bike Trail	A separate trail from the road system
Bike Path	A designated lane that is part of the roadway
Bike Route	A designated route on roads and streets
Compilation	A hand or computer drawn map including all content necessary to create the final map. Wayside map compilations are developed by the project planner and do not include type, line, or color specifications.
Detail map	A secondary map showing a small area in a large space
Four-color process	A full-spectrum of color obtained from the the combination of magenta, cyan, yellow and black
GIS	Geographic Information System for storage and retrieval of data
Highlight color	A bright bold color used to highlight a trail or route and identified in the map legend
Orientation map	A map which provides just enough information to aid the visitor in finding their way from point A (You Are Here) to point B
Perspective map	A portrayal of a landscape or cityscape from an oblique view that gives an impression of three-dimensional relationships and is not planimetrically accurate
Planimetric map	A map which shows all features in correct relationship to one another
Plat map	An accurately surveyed map showing land ownership
Reference map	A map which shows all features on the landscape, like a USGS map
Terrain map	A planimetrically accurate map that portrays landform shape by a variety of methods, including shaded relief, hachuring or contour lines
Thematic map	A map showing only those features related to the focus or intent of the map

Standard Map Elements
for Maps on Wayside Exhibits and Signs

Original page dimensions are 22 inches x 34 inches

Linework

Line specifications are intended as a guide for parkwide maps and maps which show large areas. Linework may vary with focus, size, and scale of map. Relationships between line specifications should remain similar.

Symbol	Name	Specification
	Limited access highway	8 point line, prints 50% black
	Primary road	4 point line, prints 50% black
	Secondary road	2 point line, prints 50% black
	Unpaved road	2 point line, prints 50% black; 12 point dash, 5 point gap
	4-wheel-drive trail	2 point line, prints 50% black; 5 point dash, 5 point gap
	Street grid	2 point line, prints white
	Limited access highway interchange	12 point square; 2 point outline prints 50% black, interior prints white
	Parking area	50% black shape
	Overlook	Half-circle abutting road or trail
	Overpass	Two ticks parallel to upper road; 2 point line, prints 100% black
	Locked gate	2 point line, prints 100% black
	Distance indicator	12 point Frutiger 55 Roman
	Drainage	6 point line, prints 65% cyan or Pantone 298
	Intermittent drainage	6 point line, prints 65% cyan or Pantone 298; round caps, 18 point dash, 8 point gap, 1 point dash, 8 point gap, 1 point dash, 8 point gap
	Waterfall	three parallel 1 point ticks, prints 65% cyan or Pantone 298
	Marsh pattern	prints 65% cyan or Pantone 298
	Spring	prints 65% cyan or Pantone 298
	Dam	2 point tick across drainage, prints 100% black
	Ford	parallel 2 point ticks across drainage, prints 100% black
	Lock	2 point chevron, pointing upstream, prints 100% black
	River milepost	solid 9 point locator dot with 18 point Frutiger 55 numeral
	Ferry route	3 point line, prints 100% cyan or highlight blue; 7 point dash, 5 point gap
	Red starboard day marker	triangle prints highlight red
	Green port day marker	square prints highlight green
	Red starboard channel buoy	symbol prints highlight red
	Tour route	color line (replaces road) with optional directional arrow alongside; prints highlight color
	Trail	5 point line, prints highlight color; 0.5 point dash, 8 point gap
	Bike trail	5 point line, prints highlight color; 0.5 point dash, 8 point gap with positive bike pictograph
	Steep trail	2 point chevron, pointing uphill; prints 100% black
	National scenic trail	3 point line, prints highlight green; 7 point dash, 5 point gap
	Railroad	1 point line with 15 point dashed line overprinting; 1 point dash, 28 point gap prints 50% black
	Battle	1 point line with highlight yellow fill

Area Colors

Color specifications are only a general guide. Colors may vary with focus, size, and scale and final production method of the map. Each color is specified as both for four color process and flat color.

Park area

- prints 10% cyan and 15% yellow or 40% of Pantone 358
- prints 25% cyan and 35% yellow or Pantone 358
- prints 40% cyan and 50% yellow or Pantone 359
- prints 60% cyan and 80% yellow or Pantone 360

Non-subject area

- prints 5% yellow and 5% black
- prints 8% cyan, 5% magenta and 10% yellow or 70% of Pantone 454
- prints 5% cyan, 7% magenta and 18% yellow or 80% of Pantone 468
- prints 7% cyan, 7% magenta and 5% yellow or 8% of Pantone 518
- prints 7% magenta and 11% yellow or 60% of Pantone 475
- prints 6% cyan, 10% magenta and 10% yellow or 90% of Pantone 482

Open water area

- prints 15% cyan or 50% of Pantone 290
- prints 25% cyan and 5% magenta or Pantone 290
- prints 50% cyan and 10% magenta or Pantone 291

Built-up area

- prints 10% yellow or Pantone 607
- prints 20% yellow or 65% of Pantone 608
- prints 30% yellow or Pantone 608

Indian Reservation

- prints 5% cyan, 5% magenta, and 8% yellow

State Park or other natural area

- prints 10% cyan and 30% yellow or Pantone 365
- prints 30% cyan and 60% yellow or Pantone 367

Highlight Colors for Lines and Locators

- prints 40% Magenta + 100% Yellow or Pantone Orange 021
- prints 100% Yellow or Pantone Process Yellow
- prints 56% Cyan + 100% Yellow or Pantone 376
- prints 100% Cyan + 100% Yellow or Pantone 354
- prints 100% Cyan + 100% Magenta or Pantone Violet
- prints 100% Cyan + 43% Magenta or Pantone 300
- prints 100% Cyan or Pantone Process Blue
- prints 15% Cyan + 40% Magenta or Pantone 251
- prints 100% Magenta or Pantone Process Magenta
- prints 100% Magenta + 100% Yellow or Pantone Red 032

Standard Map Elements
for Maps on Wayside Exhibits and Signs

Harpers Ferry Center
Media Services

National Park Service
U.S. Department of the Interior

Original page dimensions are 22 inches x 34 inches

NPS Pictographs

All pictographs used on the map must be identified in the map legend. Pictographs should be limited to no more than six per map. Any map feature which appears only once or twice should be labeled rather than using a pictograph.

Pictograph box: 0.375"
Label in legend: 18 point Frutiger 55 Roman with 18 point leading. Align the centerline of the cap height to the centerline of the symbol.

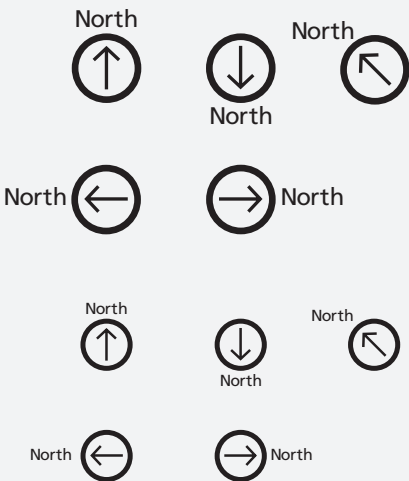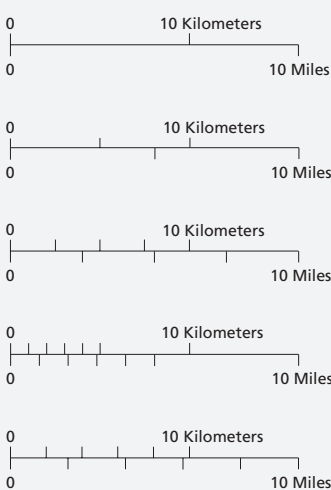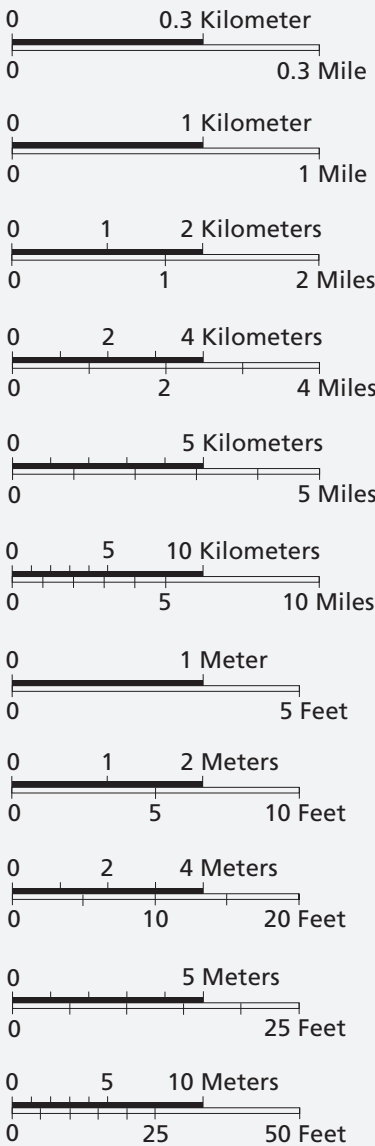|	
Airport	Scuba diving
Amphitheater	Shelter
Boat launch	Showers
Boat tour	Snowmobile trail
Bike trail	Stable
Campground	Store
Canoe access	Swimming
Crosscountry ski trail	Telephone
Downhill skiing	Tour bus
Drinking water	Trail bike trail
Fishing	Visitor information
Food service	Wheelchair-accessible
4-wheel-drive trail	
Gas station	When a permit is required for feature identified by a symbol, add the word "**Permit**" in 11 point Frutiger 65 Bold.
Hiking trail	Use positive form of camping and picnic table pictographs to refer to a particular point. Use positive symbols in conjunction with the trail or route line. Do not use with a locator dot.
Horse trail	
Interpretive trail	Airfield
Lodging	Cannon
Marina	Campsite
Medical facility	Picnic table
Parking	4-wheel-drive (trail)
Picnic area	Canoe access
Post office	Trail bike (trail)
Ranger station	Crosscountry ski (trail)
RV camping	Horse (trail)
Restrooms	Bike (trail)
Sailing	Snowmobile (trail)
Sanitary disposal station	Fire tower
	Lighthouse

Sample map legend

All pictographs used on the map must be identified in the map legend. Include any lines, symbols, or colors which are not labeled directly on the map. Labels are 10 point Frutiger 55 Roman with 18 point leading. Align the centerline of the cap height to the centerline of the symbol or legend box.

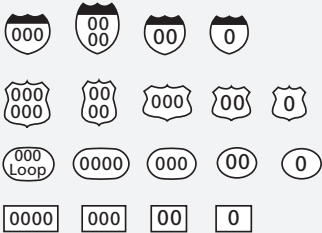|	
Wilderness	Parking
Public land	Restrooms
Private land within park	Picnic area

Scales and North Arrows

Scales shown actual size. Adjust the length as necessary to match map scale but do not exceed five inches.

Labels: large size: 18 point Frutiger 55 Roman.
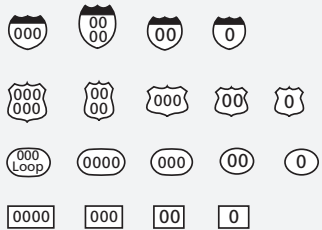small size: 12 point Frutiger 55 Roman.

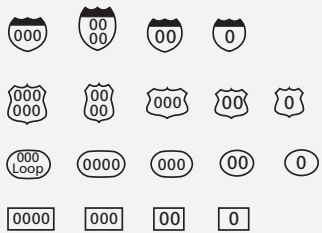| 0 | 0.3 Kilometer |
| 0 | 0.3 Mile |

| 0 | 1 Kilometer |
| 0 | 1 Mile |

| 0 | 1 | 2 Kilometers |
| 0 | 1 | 2 Miles |

| 0 | 2 | 4 Kilometers |
| 0 | 2 | 4 Miles |

| 0 | 5 Kilometers |
| 0 | 5 Miles |

| 0 | 5 | 10 Kilometers |
| 0 | 5 | 10 Miles |

| 0 | 1 Meter |
| 0 | 5 Feet |

| 0 | 1 | 2 Meters |
| 0 | 5 | 10 Feet |

| 0 | 2 | 4 Meters |
| 0 | 10 | 20 Feet |

| 0 | 5 Meters |
| 0 | 25 Feet |

| 0 | 5 | 10 Meters |
| 0 | 25 | 50 Feet |

| 0 | 10 Kilometers |
| 0 | 10 Miles |

North ↑   North ↓   North ↖

North ←   → North

North ↑   North ↓   North ↖

North ←   → North

Road Shields

White Fill - Large

White Fill - Small

No Fill - Small

Directional Notes
Type is 14 point Frutiger 56 Italic

To Leesburg and 00

To 00 and Frederick

To Rohrersville
00mi 00km

To 00 and Shepherdstown

To Purcellville and 00
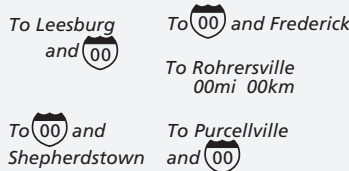
Directional Arrows
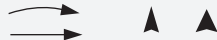
You Are Here

Type is 24 point Frutiger 75 Bold caps/lower case printing white in solid black box. Black box is 2.25" wide by 0.375" high. Use 12 point locator dot. First

You Are Here

You Are Here

You Are Here

You Are Here

Tour Stops

Type is 14 point Frutiger 65 Bold

0 1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20
21 22 23 24 25

0 1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20
21 22 23 24 25
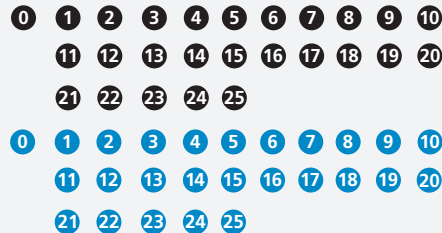
Locator Symbols
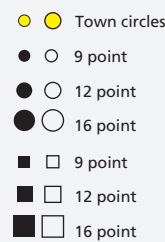
● ○	Town circles	Use locator dots for points of interest and natural features. Use locator squares for structures.
● ○	9 point	
● ○	12 point	
● ○	16 point	
■ □	9 point	
■ □	12 point	●Location
■ □	16 point	

Wayside Map Planning Worksheet

*Unlike published maps, wayside maps can only be used on-site and cannot be carried away with the visitor for further reference. Wayside maps work best when they are site-specific and have a clear focus. Outdoor orientation maps should provide only the necessary information to assist a visitor traveling from the sign location (point A) to point B. They should not include all the information you would see in a photograph, on the ground or in other parkwide maps. The **You Are Here** is almost always the most important feature on a wayside map.*

Site

Identify the exhibit location and number:

_____

_____

Purpose

When planning a new map it is critical to establish clear intent. What is the purpose of the map?

_____

_____

_____

_____

Audience

Identify the audience. Who will be using the map? Dayhikers? Campers? Tour Groups? Horseback Riders? Backcountry Users? Family Groups? Wheelchair users?

_____

_____

_____

Size and Scale

In order to establish the size and scale of the map, determine the amount of space available in the exhibit layout and the geographic area to be shown on the map. Keep in mind that detail maps shown at a very large scale may mislead people into thinking that short distances are actually longer.

What is the geographic area? What are the boundaaries of the area you wish to show?

_____

_____

_____

_____

_____

What is the exact final reproduction size of the map?

_____

_____

Content

Determine what geographical features and labels to include on the map. Consider the wording used on the map to be sure it doesn't conflict with signage used in the park or wording used in the exhibit text. Refer to the official publication for consistency among media. Only those elements which are relevant to the purpose of the map should be shown.

List all features (park areas, open water areas, drainages, roads, trails etc.) and labels (spelled correctly) organized in order of importance, or provide a compilation showing all the features and labels and identify the heirarchy of information.

Features	Labels
park area	Glacier Bay National Park

Orientation

Published maps are generally oriented with north at the top, however wayside maps often work better when oriented in the same direction as the wayside. The following checklist should be used to help determine map orientation. Check all that apply:

☐ map will show a large area (entire park or an area that includes features that cannot be seen from the location of the wayside)

☐ map will be used in more than one location with different You Are Here's

☐ map will be used on a kiosk

☐ map will be used on upright exhibits which can be oriented north, east or west

☐ visitors are likely to have a published map in hand and may use it for cross-reference

☐ map will show a small area with features that can be readily seen from the location of the wayside

☐ map will be used on a low-profile exhibit

☐ map will be used on an upright exhibit that is oriented south

If you checked one or more of the first five conditions, the map may need to be oriented north. f you checked one or more of the last three, the map may need to be oriented in the direction of the wayside.

Reference Materials

Gather resource maps to be used for base information, keeping in mind that these reference maps were created for different purposes. A map compilation, a hand or computer drawn map showing all content necessary to create the final map, is an excellent reference source.

List all reference that will be provided for each map:

_____

_____

_____

_____

_____

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_____